

# Campaign Committee Instructions

**Setting up the Campaign Committee:** You and your fellow campaign committee members will be developing a presidential campaign for your political party's candidate. So far, you have become familiar with your party's history, political philosophy, and its stand on some key issues. Your next task is to organize your campaign committee. There are several positions you need to fill:

● **Candidate** Makes speeches, helps organize the schedule, makes sure party philosophy and candidate message are aligned, and assists in developing media presentations and speech writing.

● **Campaign Manager(s)** Organizes the schedule, sets the daily agenda, oversees the completion of tasks, and assists in developing all campaign materials, including media presentations and speech writing.

● **Publicity Manager(s)** Oversees the development of media presentations (radio or television spot, Web site, campaign flyers, bumper stickers, and lawn signs), and assists with speech writing.

● **Speech Writer(s)** Researches the party's position on major issues, writes the major speeches, and assists on writing the media presentations.



All members of the campaign are responsible for all the tasks to be completed. However, each position has some unique responsibilities. Review these campaign committee positions and assign members of your group to each position. Try to assign positions that allow people to use their strengths. If your group has fewer than four members, some of the positions can be combined. If your group has more than four members, more than one member can be assigned to a position.

**The Tasks:** The major function of a campaign committee is to get the candidate's message out to the public. This is done through the following methods:

● **The Candidate** One of your committee members will be the persona of the candidate, but your committee must build his or her political personality. The person must have realistic qualities and attributes.

● **Campaign Issue Speeches** As a class, or with your teacher's assistance, you can decide what issues will be covered in this presidential campaign. Speeches should be no more than 250 words, or about three minutes in length.

Follow the guidelines for writing speeches in the **Campaign Issue Speech** handout.

## ● 30-Second Radio or Television

**Spot (commercial)** Develop a script that presents your party's view of the state of the nation on a particular issue—the economy, education, national defense, social issues, etc.—what is right and what is wrong, and what your candidate will do to make it better. Follow the guidelines